



Department of Education

Students Channel – Aid Awareness

Competitor Analysis

Name of Competitor's Organization:	
Type of Product/Service:	
Contact Name:	
Business Address:	
Phone Number:	
Fax Number:	
Email:	
Website:	
Organization: (Public/Non-Profit or Private/Profit)	<hr/> <hr/> <hr/> <hr/>
Years of Operation:	<hr/> <hr/> <hr/> <hr/>
Description of Product/Service (Location, advertising, distribution methods, promotional strategies, customer service, etc.):	<hr/> <hr/> <hr/> <hr/>



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Competitor Analysis

Common Market(s) That We Share:	<hr/> <hr/> <hr/> <hr/> <hr/>
Benefits of Their Product/Service:	<hr/> <hr/> <hr/> <hr/> <hr/>
Pricing of Their Product/Service (If applicable):	<hr/> <hr/> <hr/> <hr/> <hr/>
Strengths and Weaknesses of Their Product/Service:	<hr/> <hr/> <hr/> <hr/> <hr/>
How Our Product/Service Compares To Theirs:	<hr/> <hr/> <hr/> <hr/> <hr/>



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Competitor Analysis

Financial Aid In Literature/Website:	<hr/> <hr/> <hr/> <hr/>
Advertising Methods:	<hr/> <hr/> <hr/> <hr/>
References: (Who uses resources? What do they think of the organization?):	<hr/> <hr/> <hr/> <hr/>
Action Required:	<hr/> <hr/> <hr/> <hr/>

Other Comments:
